



# AAHWRH FEASIBILITY STUDY STEERING COMMITTEE MEETING: PRELIMINARY SURVEY & LISTENING SESSION INSIGHTS

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# **A trusted space for community solutions.**

Amplifying strategies that cultivate social change through research, facilitation, and education.



# Community Engagement: Overview

Our efforts to understand and address community needs for the wellness hub have included:

- Presentation at ECCCA: Shared project goals with the East County Central Community Alliance, gathering feedback and partners for collaboration.
- Collaborative Listening Sessions: Partnered with community organizations to conduct listening sessions, reaching a diverse range of participants:
  - *Organizations Involved: Keyz to the Future, Motivated 2 Help Others, HealthRight 360, Rubicon Richmond, Rubicon Antioch, Young Women's Freedom Center, Black Parent Resource Center, Genesis Church, Richmond Senior Center, First 5 (Pittsburgh & Antioch), Rubicon Concord, CoCo Family Justice Center, Fierce Advocates*
  - *Community Insights: Engaged justice-impacted individuals, Black women, Black men, Black elders, and K-12 families, capturing a comprehensive view of community priorities.*
- High Survey Engagement: Strong survey responses have further reinforced these findings, providing thorough data to guide our service model.
- Next Steps: We will refine the preliminary service model based on these insights for presentation at the December Steering Committee meeting and deliver a preliminary site selection update at the November 25th Equity Committee meeting.

# Preliminary Insights from Survey Data

- Respondent Demographics:
  - Majority of respondents are aged 25-34 and 35-44, we are seeing the biggest gap with our 55+ community who are around 4%.
  - Top locations: Antioch and Richmond.
- Community Priorities:
  - There is a clear preference for an approach that integrates both personal wellness services and collective healing opportunities. Respondents highlighted the value of community-based activities, such as support circles, alongside individual-focused services like counseling.
  - Access to essential social services, including housing and healthcare assistance, was also frequently cited as a critical need.
  - Accessibility, affordability, and culturally relevant support emerged as primary concerns, emphasizing the need for trusted and inclusive services.
  - High-impact needs identified: improved mental health outcomes, culturally competent healthcare, economic empowerment, and stronger community connections.

# Insights from Listening Sessions

- Access to Quality Care and Services
  - *Community members highlighted a need for culturally competent, timely, and respectful healthcare services.*
  - *Quote: "I work in the medical field, so I get to, like, firsthand see people who look like me not receiving the best care. It's disheartening."*
  - *Quote: "If you have people who don't understand your background, you won't get the help you need."*
- Holistic Wellness Needs
  - *Feedback emphasized the importance of a wellness model that integrates mental, physical, and spiritual health.*
  - *Quote: "If your mental health is not good, you can't take care of anything else – it has to be holistic."*
  - *Quote: "We need spaces for meditation and healing, not just for physical fitness."*
- Systemic Barriers and Reentry Challenges
  - *Participants noted significant systemic barriers, including discrimination and lack of reentry support for justice-involved individuals.*
  - *Quote: "Coming back into society is hard – no one wants to give you a chance."*
  - *Quote: "There's discrimination at every turn; it's like you're marked for life."*

# Insights from Listening Sessions

- Community-Centered Design
  - *Many responses underscored the importance of a hub designed around community needs, with continuous feedback loops.*
  - *Quote: "It has to be for us, by us – people need to feel like their voices are heard."*
  - *Quote: "If the services don't adapt to our needs, then it just won't work."*
- Inclusive and Accessible Services
  - *Inclusivity and accessibility, both physical and financial, were noted as essential for reaching diverse community groups.*
  - *Quote: "Everyone should be able to come here – young, old, those with disabilities."*
  - *Quote: "Make it affordable; wellness shouldn't be a privilege."*
- Education and Awareness
  - *There is a strong need for educational programs to increase awareness about wellness and available services.*
  - *Quote: "We need workshops to show people what's out there and how to take care of themselves."*
  - *Quote: "So many people don't know where to go for help – education is key."*
- Support for Economic and Social Empowerment
  - *Economic empowerment programs, such as financial literacy and job training, were frequently requested.*
  - *Quote: "If we're struggling financially, wellness feels like a luxury."*
  - *Quote: "Teach us how to build businesses, manage money – that's wellness too."*



Help Shape the  
**FUTURE**  
of African American Wellness  
in Contra Costa!

JOIN US IN SHAPING A NEW AFRICAN AMERICAN HOLISTIC WELLNESS AND RESOURCE HUB DESIGNED TO MEET THE SPECIFIC NEEDS OF OUR COMMUNITY. YOUR VOICE MATTERS!

TAKE THIS **15-20 MINUTE** CONFIDENTIAL SURVEY TO SHARE YOUR THOUGHTS ON THE SERVICES AND SUPPORT THAT WILL BEST SERVE THE AFRICAN AMERICAN COMMUNITY IN CONTRA COSTA COUNTY.

- YOUR INPUT WILL DIRECTLY INFLUENCE CRITICAL DECISIONS ABOUT SERVICES AND THE LOCATION OF THE HUB.
- WE'RE EXPLORING OPTIONS FOR MULTIPLE LOCATIONS ACROSS THE COUNTY TO MAKE THE HUB ACCESSIBLE TO ALL.
- THE FIRST 1,000 RESPONDENTS WITH VALID EMAIL ADDRESSES WILL RECEIVE A **\$15 DIGITAL VISA GIFT CARD** AS A THANK-YOU FOR YOUR TIME.



TAKE THE SURVEY TODAY!

VISIT [HTTPS://TINYURL.COM/AFAMHUB24SURVEY](https://tinyurl.com/afamhub24survey) TO PARTICIPATE TODAY!

# Service Model Development: Community-Based Healing

## Community-Informed Service Approach

- Core Services: Initial insights from listening sessions suggest a range of essential services could address identified community needs:
  - *Mental Health: Potential for culturally competent counseling and trauma support to fill gaps in existing behavioral health services, especially for those not reaching crisis levels.*
  - *Physical Wellness: Possibilities include preventive care, chronic disease management, and fitness programs focused on community health disparities.*
  - *Family Support: Based on feedback, services could include reproductive health, child and adolescent care, and support for caregivers, emphasizing holistic wellness.*
  - *Cultural Affirmation: Exploring programs to foster cultural pride, identity, and community belonging may meet expressed community desires for culturally rooted care.*

# Service Model Development: Community-Based Healing

## Suggested Values and Design Principles

- **Accessibility:** Services would aim to be physically and financially accessible, with considerations for sliding scale options and transport support.
- **Inclusivity:** Preliminary feedback suggests inclusivity, with a model that serves various groups, including justice-involved individuals, the elderly, and people with disabilities.
- **Trauma-Informed Care:** Early plans consider a trauma-informed approach, respecting cultural and lived experiences while lowering barriers to care.

## Cultural and Community Engagement

- **Culturally Competent Staffing:** Preliminary feedback suggests prioritizing staff who reflect community backgrounds, with proposed cultural competency training for all staff.
- **Ongoing Community Feedback:** Regular forums and surveys could adapt services to meet evolving needs, ensuring the hub remains community-centered and responsive.

# Site Selection Progress Update

## Summary of Potential Sites

- *Multi-Use Community Spaces: Exploring buildings that can be adapted for a variety of uses, providing both private and community rooms. These spaces offer flexibility but may require renovations to meet wellness hub needs.*
- *Established Institutional Sites: Considering larger, established facilities that are well-known in the community. While these sites offer ample space, they may involve complex political considerations and potential zoning requirements.*
- *Mobile Service Options: Community feedback strongly supports mobile service options, such as health vans, to reach populations facing transportation barriers and increase accessibility across regions.*

## Timeline for Full Site Selection Presentation

- *A comprehensive update on site selection, including site evaluations and community input, will be presented to the Equity Committee on November 25th.*